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TAMPA, FLORIDA, FEBRUARY, 1933

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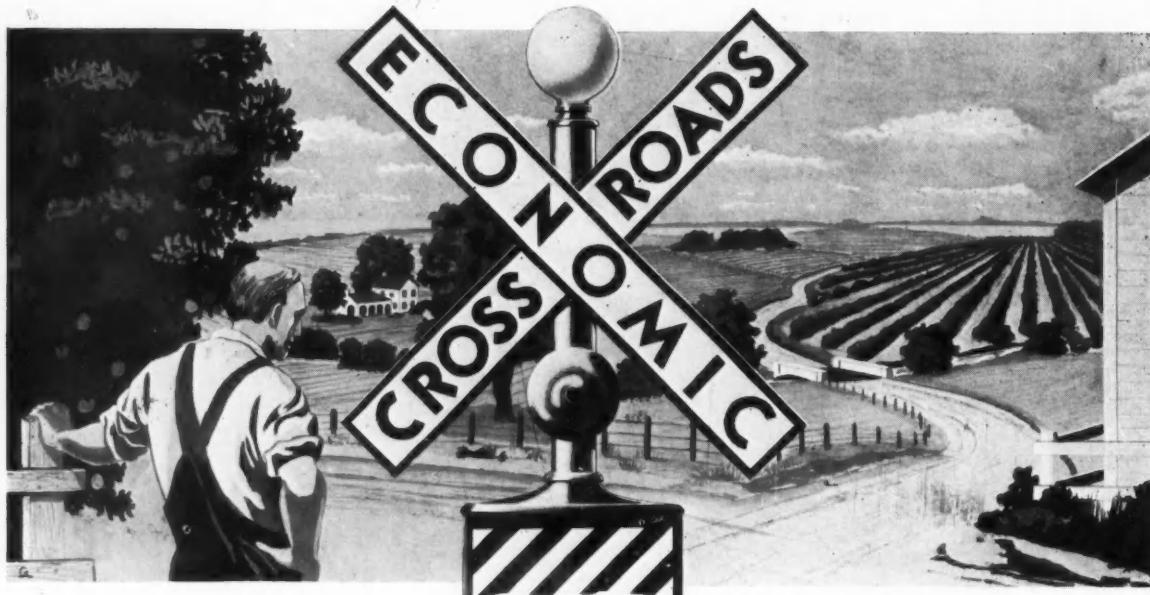
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AT ECONOMIC CROSS-ROADS

IT'S TIME TO
PLAN AHEAD



THE VALUE of the past lies in the lessons it has taught. The greater value of the present lies in the opportunities it affords to cope with present problems at first hand and to lay plans for future progress. Now is the time to clear the way for down-to-earth action—the time to formulate sound policies to meet competition on an equal footing.

Today most growers realize that they are, after all, manufacturers, faced with many similar production problems. To withstand general economic trends they also realize that they must produce more quality in their crops and still keep their cost of production down. They can no longer operate on guess work, nor can they afford to experiment with low-quality, unbalanced fertilizers. The false economy of this practice has been thoroughly proved. Tests made with cheap, synthetic combinations within the past few

years tell a sad tale and definitely prove that it takes high-quality plant food to do a satisfactory growing job.

As we stand at the economic cross-roads of a new era it is the time to buy stability—it's the time for growers to plan ahead and to demand "MOST VALUE PER DOLLAR" for their fertilizer investment. To be sure that your trees and plants get every particle of nourishment that properly-balanced, readily available plant food can supply use Ideal Fertilizers this year. The quality of Ideal Fertilizers never varies. Year in and year out for forty years they have produced uniformly good results in every part of Florida and there is an Ideal Brand of fertilizer to suit your particular soil and crop. Consult our representative regarding your fertilizer requirements or write us direct. Wilson & Toomer Fertilizer Company, Jacksonville, Florida.



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M O S T V A L U E P E R D O L L A R

I D E A L F E R T I L I Z E R S

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By The Impressionist

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Would Make Inspection Service Self-Sustaining

Better Crops, Gains On Plant Diseases Reported By
Bureau of Plant Industry



This sketch was made from photo taken at the New York Fruit Auction

“up-up-goes the bidding”

THE auctioneer calls a number and instantly the room is ablaze with excitement. Fifty men stand on their seats shouting their bids. Up—up goes the bidding—higher, higher—gone!

Lucky the grower who grew this fruit!

Let's look ahead to the morning when an auctioneer, knocking down shipment after shipment of Florida citrus, calls another number—and your fruit is up for sale! There sit the buyers, row on

row, with lists in their hands. Which fruit is good? Which is better? They know. They've seen it all. And how the price reflects the quality! The great mass of fruit is average quality and the range of bidding is narrow.

Through such a room your fruit passes. When the gavel falls—the sale is made, your price is set. Too late then to do the things you might have done. Too late then to give your fruit that little extra margin of quality that gets the big margin of profit.

But not too late NOW.

The only way to have bidders fighting for your fruit is to produce the right kind of citrus. Proper fertilization plays a vital part in producing quality fruit. The spring application is due now and now is the time to get your next crop started right.

Why not let us help you, or at least check your observations and judgment? Back of every AAC Co. fertilizer recommendation is over half a century of experience with Florida crops and soils. To make that experience available to you, we organized the AAC Field Service. This service is free for the asking. A postcard to our dealer or to this office will bring a service man to your grove. He knows his "stuff" and he'll be glad to help you.

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Vol. 14

TAMPA, FLORIDA, FEBRUARY, 1933

No. 2

Picking Holiday To Aid Growers

Florida Shippers Stop Picking Operations To Stimulate Price

Shippers of Florida citrus fruits representing more than ninety-five per cent of all citrus tonnage in the state, at a meeting held in Winter Haven on February 6, declared a holiday on all picking operations for a period of six days, in the hope of stimulating the price of citrus fruits and remedying the demoralized condition of the markets.

The meeting was the result of a call issued by the Florida Citrus Growers' Clearing House Association, the Florida Citrus Exchange, L. C. Edwards and W. G. Roe. With only a few small shippers, representing less than five per cent of the fruit of the state, not accounted for, all shippers and shipping agencies were represented at the meeting, and when final action was taken, it found the shippers and agencies represented at the meeting unanimously favoring the cessation of picking operations for a period of one week.

Means Discussed

There was considerable discussion as to the best means of attacking the low market problem — a suggestion being made as the meeting convened that a picking holiday probably would be the most satisfactory method of pushing the market back into a profitable condition. Discussion of a picking holiday was chiefly on how long to make it. Some desired cessation of picking for two weeks and others declared that a four-day holiday

would be sufficient. The six-day holiday finally met unanimous favor.

After the decision of the shippers to inaugurate the picking holiday, W. H. Mouser of Orlando, who presided, pointed out that there were several hundred cars of fruit now in the packing houses and pre-cooling plants throughout the state and that this would have to be considered. A canvass of shippers present showed the marketing agencies represented at the meeting had 527 cars of oranges and grapefruit in their packing houses and pre-cooling plants.

Orders On Hand

This brought considerable discussion, some of the shippers declaring their growers had been holding back fruit for some time and would demand that their fruit be moved. It also developed that many of the shippers present had bona fide orders or sales for varying amounts of fruit from established receivers in the north and that a refusal to fill these orders might result in the receivers turning to California for their supplies.

These vexing factors were finally dismissed as sentiment grew that the picking holiday should be inaugurated but that shipments of fruit already in packing houses and pre-coolers could proceed. The only exception to the picking holiday was conceded to be that fruit might be picked for cannery consumption, the same ruling applying without any action of the meeting on fruit for export. The holiday agreement also prohibits picking of fruit for trucks.

Because of the fact that there is not a majority proportion of the fruit within any one organization it was pointed out by several shippers that the only basis for a picking holiday would be that of an "agreement among gentlemen." Publicity to violators of the picking holiday agreement, it was pointed out, would be the instrument of punishment which could be used by those who fulfilled their part of the agreement.

Several declared in favor of the gentlemen's agreement plan but said if marketing agencies in their immediate vicinity broke the faith they too, of necessity, would again start picking. It was felt that the growers of the state would not look kindly on those shippers who did not agree to or abide by the picking holiday.

Committee Named

A more permanent aspect to the picking holiday came out of the meeting when it was decided to form a committee, which will consider whether or not the picking holiday should be continued another week. On this committee will fall the task of analyzing the probable market situation and recommending a continuance of the picking holiday in a full or modified form, and perhaps a system of proration of shipments for the balance of the season.

Members of this committee are C. C. Commander, general manager of the Florida Citrus Exchange; R. B. Woolfolk, Orlando, American Fruit Growers; R. D. Keene, Eustis; W. G. Roe, Winter Haven, and W. H. Mouser, Orlando.

The Citrus Fruit Outlook

As Forecast By The U. S. Department of Agriculture

The outlook is that orange and grapefruit production will continue to increase and that there will be continued keen competition between the various producing areas, particularly between those areas that market during the winter months. The combined production of oranges and grapefruit has increased tenfold during the last 40 years and has been increasing at an average rate of about 6 per cent per year during the last 10 years. In the continental United States about 759,000 acres are devoted to the production of oranges and grapefruit. About 25 per cent of the trees have been set five years or less and are normally not of bearing age. Of the remaining 75 per cent that are over 5 years old, many are yet too young to produce fruit in paying quantities. The bearing lemon acreage is expected to remain for a few years at about the same level as in the last 10 years. Thereafter a moderate increase is expected owing to plantings of the last few years.

Many of the recent citrus plantings have taken place in relatively new areas and there is little evidence upon which to base an estimate of the probable production from that part of the total plantings that will remain for production 15 or 20 years hence. Production from groves now in bearing has increased to a point amounting to nearly 65,000,000 boxes of oranges and grapefruit combined in 1931-32, a season of below-average conditions. Condition on January 1, 1933 was below the condition on January 1, 1932, and the 10-year average for January, yet the production in 1932-33 is expected to be about 62,000,000 boxes, consisting of 48,800,000 boxes of oranges and 13,200,000 boxes of grapefruit.

Citrus prices have held up relatively well during the last two years even though there has been a marked expansion in production and increased competition from other fruits and fruit juices. With supplies of domestic citrus fruits in the 1931-32 season almost as large as in the previous year, New York auction prices averaged only slightly lower. New York auction prices of Florida oranges averaged \$3.43 per box during 1932-33 compared with \$3.54 per box during 1930-31; California Navels, \$3.14 compared with \$3.54; and California Valencias, \$3.41 com-

pared with \$3.97. Florida grapefruit averaged \$2.53 per box during the 1931-32 season compared with \$2.69 per box in 1930-31, and California lemons, \$5.09 per box compared with \$5.30.

Production of citrus fruits average five years 1919-1923, as compared aged 27 pounds per capita for the with 42 pounds, the average for the period 1927-1931. Orange production increased from 19 pounds in the former period to 29 pounds in the latter; grapefruit increased from 5 pounds to 9 pounds, and lemons from 3 pounds to 4 pounds. A similar comparison for the other major fruits, plus the imports of bananas, shows a slight decline from an average of 168 pounds in the period 1919-1923 to 163 pounds per capita for the period 1927-1931.

The trend in world production of oranges and grapefruit is upward, but in some countries, there has been a sharp decrease in plantings during the last two years. Lemon production is about stationary or is slightly upward. The export outlook for citrus for the immediate future will depend, in a large measure, upon the effect of the increased supplies, tariffs, import restrictions, depreciated exchange, and general business conditions. The tariff barriers and depreciated exchanges in the United Kingdom and Canada are the most serious obstacles to the citrus export trade at the present time.

Oranges

In the country as a whole there are around 547,000 acres of orange groves. Of this area, 98,000 acres are estimated to be of less than 5 years' standing, and 449,000 acres, or slightly more than four-fifths, 5 years old or older and of bearing age. Bearing severe loss of acreage from freezing, the upward trend in production which has been apparent during recent years may be expected to continue. In California about 12 per cent of the 234,000 acres in oranges is estimated to be below bearing age. There are about 99,000 acres of Navels, the variety that competes with southeastern oranges, of which about 95 per cent are estimated to be of bearing age and probably nearing their peak of production. The acreage of Valencias in California, most of which are marketed from May to October, is 131,000 of which about 82 per cent is of bearing age. The

present acreage of orange trees in Florida, including tangerines and Satsumas, is around 268,000, about 15 per cent of which is not of bearing age, while about 65 per cent is 5 to 15 years of age, and about 20 per cent is 15 years old or older and approaching full production. The Texas acreage increased nearly 9 per cent during the last year to about 25,000 acres, 65 per cent of which is not yet in bearing. Of the 9,000 acres in bearing, only a small proportion is in full bearing.

About 7.7 per cent of the 1931-32 orange crop was exported compared with a normal movement for a crop of this size of around 10 per cent. Exports of oranges from the United States during the 1931-32 season have totaled about 3,200,000 boxes against 4,900,000 in 1930-31. Canada took 75 per cent of the exports and the United Kingdom 13 per cent.

The important British outlet for oranges was restricted somewhat during the year by the adoption of a tariff on oranges by the United Kingdom. Oranges from Empire sources, notably South Africa, are permitted free entry. The duty at the present rate of exchange is about 35 cents per box from April 1 to November 30, and 10 per cent ad valorem during the balance of the year and will discourage somewhat the importation of oranges into the United Kingdom. This will affect the United States exports during the summer orange season which runs from May through October, or when the California Valencia crop and crops of Southern Hemisphere countries, particularly Brazil and South Africa, are marketed. During the winter orange season, November through April, United States orange exports to Europe are small. In these months the only important foreign outlet for oranges is Canada. Since the duty on oranges from other than Empire sources, of approximately 70 cents (Canadian money) a box, was levied by Canada in June, 1931, there has been some increase in the imports by that country of oranges from untaxed Empire sources, particularly Jamaica, Australia, and South Africa. Canadian imports from the United States appear to have declined somewhat. A comparison of the prices paid for California oranges at Montreal with those at New York indicates that the tariff was mostly borne

by the Canadian consumer.

The 1932-33 winter orange crop appears to be larger than last year in most countries. The 1933 summer crop in Brazil is good and a large increase in the quantity available for export is expected. Reports from South Africa indicate considerable drought injury to the 1933 crop.

Grapefruit

Grapefruit acreage in the United States was expanded approximately 9 per cent during the last year and about 212,000 acres are now devoted to its culture. Approximately 90,000 acres, or nearly 42 per cent, is less than 5 years old. Owing primarily to the rapid increase in plantings in Texas during recent years, the proportion of young trees in the United States is even larger than it was 10 years ago.

In Florida there are about 95,000 acres of grapefruit, about 90 per cent of which has been planted 5 years or longer, but less than two-fifths has been planted 15 years or longer. The California acreage is reported at 17,000, of which about 5,000 acres are not yet in bearing. Texas, with an increase of nearly 12 per cent during last year, is now estimated to have approximately 86,000 acres in grapefruit, more than three-fourths of which is not yet of bearing age and practically none approaching full production. Plantings of grapefruit in the Lower Rio Grande Valley of Texas have mounted rapidly during recent years. From 1924, when around 275,000 trees were set, plantings increased steadily up to a peak in 1929 when 1,319,000 new trees were set. Some curtailment was made in expansion during the next two years with 716,000 and 763,000 trees set in 1930 and 1931 respectively. In 1932 new plantings again exceeded the million mark with 1,093,000 trees. Arizona, with an estimated acreage of 14,000, has only about 29 per cent in bearing.

The canning of grapefruit apparently increased nearly seven-fold during the period 1925-26 to 1930-31, but dropped off sharply in 1931-32. From the 1925-26 crop the equivalent of about 400,000 cases of No. 2 cans (24 cans to the case) of grapefruit hearts were packed. During the 1930-31 season the pack amounted to about 2,712,000 cases and from the 1931-32 crop slightly more than 907,000 cases were packed. During the 1930-31 season the pack amounted to about 2,712,000 cases and from the 1931-32 crop slightly more than 907,000 cases were packed. Comparative figures for the pack of juice are available

THE CITRUS INDUSTRY

only for the last two years. In 1930-31 there were 412,000 cases of grapefruit juice packed and in 1931-32 the pack was close to 248,000 cases.

About 7.4 per cent of the 1931-32 grapefruit crop was exported as compared with about 7.5 per cent, the average for the preceding five seasons. In the 1931-32 season the United Kingdom took about 57 per cent, and Canada about 40 per cent of the exports, as compared with an average of 58 per cent for the United Kingdom and 36 per cent for Canada during the preceding five seasons. During last year the United Kingdom adopted even a higher tariff on grapefruit than on oranges. At the rate of exchange in January, 1933, the tax amounts to 50 cents a box from April through November. During the remainder of the year the rate is 10 per cent ad valorem. Empire grapefruit is admitted free. At prices that have prevailed during recent years the rate from April through November is higher than during the remainder of the season and is effective when the United States shipments to the United Kingdom are the heaviest. It will affect the late and early Florida shipments and the summer Puerto Rican and southern California shipments. Empire grapefruit offers year-around competition to the American product.

South Africa markets grapefruit in the United Kingdom from spring to fall, and Jamaica and other British Caribbean countries during the winter season. Canada also admits Empire grapefruit free, whereas the United States product must pay a duty of 1 cent (Canadian currency) a pound, net weight. This tariff preference in these two major grapefruit markets has stimulated grapefruit plantings in British countries, particularly in the British West Indies. In one respect the export outlook for grapefruit appears to be more encouraging than that for oranges since per-capita consumption of this fruit is very small in Europe, and there appears to be a possibility for a large

increase in consumption. Shipments to the United Kingdom during the last half of the 1931-32 season were much below those for the corresponding part of the preceding season. This decline may be attributed in part to the British duty. Although Canada imported more grapefruit from the United States in the 1931-32 season than in the preceding season more fruit was also received in Canada from untaxed Empire sources, particularly Jamaica.

The world crop of grapefruit for 1932-33 is small. However, the weak world-demand conditions appear to be preventing the rise in prices which would normally result.

Lemons

Lemon production in the United States is confined almost entirely to California. The acreage devoted to lemon culture in that State has changed little since 1921. In 1932 there was close to 47,000 acres of lemon groves in California, about 11 per cent of which was not of bearing age. No material change in the trend of production is indicated for the next few years but some increase is probable thereafter, owing to plantings of the last few years. The indicated 1932-33 California lemon crop is 7,000,000 boxes or about 10 per cent less than the crop of 1931-32.

The large Italian lemon crop forecast for the 1932-33 season indicates that world supplies during the season will be somewhat above average or around 24,000,000 boxes. Since the United States market is protected by a tariff of 2½ cents a pound, this should have little effect on the marketing of the California lemon crop.

Exports of United States lemons during the 5-year period 1926-27 to 1930-31, (November to October), averaged about 5 per cent of the commercial crop. During this period exports to Canada amounted to about 75 per cent of the total average exports of 262,000 boxes. In 1931-32 exports to Canada were 189,000 boxes or 81 per cent of the exports.

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FREIGHT DISCRIMINATIONS

Florida growers and shippers of citrus fruits have long contended that they were handicapped by discriminations in freight rates which gave the growers and shippers of California an advantage in competition for trade in territories which naturally belong to Florida. Figures have been presented to prove this contention and through the activities of the Growers and Shippers League of Florida certain adjustments and concessions have been forced upon the carriers.

These adjustments and concessions have not been sufficient, however, to overcome the handicap under which Florida shippers operate, and still further concessions are being demanded, to the end that Florida growers may realize at least some measure of profit from their grove operations. It is felt that a further reduction of at least 33 percent in freight rates is essential to the profitable operation of Florida groves, and petitions to the carriers demanding this additional concession have been generally signed by Florida shippers of citrus fruits.

Lower rates accorded citrus shippers by water carriers and truck lines have cut deeply into the tonnage carried by the railroads and this tendency toward utilization of these competing modes of transportation is counted upon to have weight with the rail carriers in considering the petitions of Florida shippers now before them.

A new factor in the rate problem has been injected by the protest of Texas citrus shippers that they are being discriminated against, the protest being aimed at Florida, since the citrus shipments from Texas are practically all of grapefruit, and the Texas shippers are demanding that they be given concessions equal to any which may be enjoyed by Florida. The Texas shippers point out that they have already suffered by the lower rates given Florida by the rail carriers and that any further concessions would still further handicap them in shipments to middle western markets. They are therefore demanding that any further concessions which may be given to Florida, be extended also to

cover shipments from Texas.

Meanwhile, the fact remains that California still enjoys rates which place both Florida and Texas at a disadvantage, and that while Florida and Texas may be inclined to quarrel over minor adjustments, they might much better be engaged in unitedly demanding rate reductions which will place them on a par with their Pacific coast competitor.

PICKING MORATORIUM

The picking moratorium which has been in effect for the past week, and which is designed to allow accumulated stocks of citrus in central markets to be disposed of before making further shipments, is a step in the right direction. It should aid materially in equalizing the balance between supply and demand.

What is really needed, however, is a strong central organization permanently established to enforce a picking moratorium as needed throughout the season—and through other seasons; an organization embracing all the shippers of the state and functioning continuously to hold back supplies whenever the price at central markets begins to sag. It should not be necessary for growers and shippers to wait until the markets are demoralized, prices forced below the cost of production and supplies piled up far beyond immediate needs, before taking steps to remedy the situation. There should be an organization which could anticipate such a situation and take steps to guard against it.

A temporary moratorium is a good thing. In the present situation, it seemed to be a necessity. A permanent organization to order a moratorium whenever needed would be much better.

FACTORS IN SUCCESS

There are three factors which are essential to the prosperity of Florida citrus growers:

First—The production of fruit of superior quality and fancy appearance.

Second—Control of distribution to the end that there may be neither glut nor dearth of supplies on any market.

Third—Advertising of sufficient magnitude to acquaint consumers with the quality of Florida fruits and to create an added demand.

The first of these factors is squarely up to the growers. The second and third are primarily the concern of the shippers, though the growers must help.

Given these three factors, the success of the industry is assured, for other minor factors will largely adjust themselves. There is nothing new in this program. It is merely a matter of putting it into effect.

The South Florida Fair and the Florida Orange Festival have come and gone. Each did its share in acquainting Florida visitors with the resources of our wonderful state.

It is time to begin preparations for the production of the new crop. Have you resolved that your crop will measure up to the highest standard?

BLUE GOOSE NEWS

Monthly News of American Fruit Growers Inc.



Edited by The Growers Service Department

RAILROAD PROBLEM IS RETARDING RECOVERY

In his annual report to members of the American Fruit and Vegetable Shippers Assn. at the recent Chicago convention, President W. H. Baggs, of that organization pointed out that the question of freight and refrigeration charges is closely tied up with the future welfare of the fruit and vegetable shipping industry.

"Transportation lines," he said, "have not adjusted their costs of operation to the point where they can meet the shippers' requirements in a manner profitable to themselves."

The railroads, he continued, are now showing an urgent desire to adjust their labor and wage problem. He concluded, however, that the rail carriers should have taken action at an earlier date to put their house in order; and that the effect of their delay has been to retard the return of business and agriculture to normal conditions.

Discussing wire communication, a vital factor in perishable selling, Mr. Baggs criticized telephone and telegraph companies for maintaining their former charges in the face of present depressed conditions. "There are competitive means of quick communication coming into the field," he warned, "and business men by reason of the conditions which have confronted them during the past year or two, are awakening to the fact that these new means of fast communication can in many cases serve their purpose equally as well as the telephone and telegraph, and decidedly more economically."

BLUE GOOSE GETS INTO "FLORIDA AIR DISPATCH"

The Florida Air Dispatch is the title of the tri-weekly broadcast concerning Florida over stations W. J. A. X., Jacksonville; W. D. A. E., Tampa; W. D. B. O., Orlando; W. Q. A. M., Miami and W. R. U. F., Gainesville. On Tuesdays, Thursdays and Sundays at 6:15 p. m. under that title Milton Bacon broadcasts to the country at large interesting facts con-

BAGGS AGAIN HEADS NATIONAL ASSOCIATION

At the recent annual convention in Chicago of the American Fruit and Vegetable Shippers Assn., W. H. Baggs, Pittsburgh, executive vice-president and general manager of the American Fruit Growers Inc. was reelected president of that great national association of the produce industry.

The Chicago meeting was held by many to be one of the most important gatherings of the sort in recent years. Among the topics discussed in detail with relation to their bearing upon the produce trade were, chain store practices, freight rates, truck peddlers, national legislation and the participation of the Government in business.

J. S. Crutchfield, Pittsburgh, is one of the association's vice-presidents, and Wallace B. Clore, Chicago, is a member of its executive committee. The American Fruit Growers Inc. thus is well represented at present among the official family of this dominant association of the perishable shipping industry.

cerning Florida, its people and products. The broadcasts are sponsored by the State Hotel Commission.

Not long ago in Blue Goose News there was printed a letter to C. N. Williams, Orlando, from a personal friend in which he told of where and how he encountered Blue Goose grapefruit on a trip around the world, not only in the cities of Great Britain and on the Continent, but in Jerusalem and elsewhere. This attracted the attention of the editor of the Press-Journal at Vero and was reprinted in that paper.

From that it was recently picked up by Milton Bacon, and made a feature of one of the broadcasts of the "Florida Air Dispatch," being credited by him to the Vero Press-Journal.

Truly it is said that Everybody Knows Blue Goose, and a good story concerning Blue Goose is news from whatever source it comes, and regardless of to whom it may be credited.

HEAVY CONSUMPTION IS AID TO MARKET PROBLEM

Whether credit is due to the flu epidemic over much of the North or the low general average of retail prices upon oranges has been responsible for increasing the consumer demand, it is true that the public has been taking oranges off dealers' hands in large volumes. One of the encouraging signs of the situation at the time this is written is the fact that the markets have been able to clean up well, even in spite of the very heavy shipments which have gone into some territories.

Only after February 1 did the accumulation of fruit in some markets become threatening; and prompt declaration of the "picking holiday" promised to clear up that situation.

There is a difference of opinion in some quarters as to the quantity of mid-season oranges remaining to ship after February 1. However, it is our considered opinion that there are no more mid-season oranges left on the trees at this time than at the same time last season. If this proves to be correct Florida's position is strengthened by the fact that our coming Valencia crop is mostly the result of late bloom; and with the ability to hold back Valencia shipments there is much more time available in which to clean up mid-season oranges before a start is made upon Valencias. The general rains and moist conditions in the groves ought to be an aid to holding the remaining mid-season fruit upon the trees in good condition.

Well posted opinion is to the effect that Valencias, due to their generally late bloom, ought to hold from thirty to forty-five days longer than is normally the case; and that our Florida shipping season may be extended accordingly.

Price levels through January on oranges were disappointing, but the increased tonnage going forward through January as compared with that of a year ago explains that even if no consideration be given to the reduced buying power of the public

(Continued on page 2)

BLUE GOOSE NEWS

OF INTEREST to the citrus growers of Florida, each month, contained in four pages of paid advertising from

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Florida Division

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SAYING A MOUTHFUL

In any discussion of this country's economic situation it is easy to point out this, that or the other piece of national or state legislation upon which blame with justice may be laid for acute distress in some quarter. No thinking person will question the fact that many laws have been passed which had better not have gotten upon the statute books.

In looking for the reason for this it is not so easy to define the cause for such prolific law-making as that which at present has gotten itself so tangled in the machinery of business and agriculture as to dangerously slow its movement. Freely used allegations of fat-headedness and stupidity upon the part of national and state legislators hardly suffice to explain the situation which has been brought about.

It has remained for a joint legislative committee from the American Fruit and Vegetable Shippers Assn., the National League of Commission Merchants, and the Western Fruit Jobbers Assn. to point unerringly to the real cause, and simultaneously to pay its compliments to the present generation of national and state lawmakers in the following language:

"Close observers of legislative practices, both in the national congress, and in state legislatures, are impressed with the fact that too often political rather than economic considerations determine the character of policies and laws. Much too often, legislation is predicated on its effect on the next election rather than on its effect on the economic

Adv.

life of the nation or the state."

That is a paragraph lifted from the joint committee's recent report. In the language of the day, it says a mouthful.

HEAVY CONSUMPTION IS AID TO MARKET PROBLEM

(Continued from page 1)

in many sections.

At the present it appears that Florida and California combined have remaining now approximately the same amount of oranges to go forward as last year at the same time; but that Florida is in the better position to portion out its shipments and extend its shipping season, perhaps to very considerably later than the normal Florida season.

For grapefruit new encouragement is found in the fact that by the time this appears in print Texas grapefruit shipments will be very nearly, if not wholly, over. Federal quarantine regulations provide that all fruit must be off the trees and shipped from the Texas citrus area on or before February 28; and there is said to be no prospect of modification of this ruling. This, however, promises to cut little figure. From earlier Texas estimates, and calculations of the amount of this grapefruit which was expected to move by truck, the carload rail shipments since if deducted indicate there is very little grapefruit remaining in Texas as this is written, and excellent likelihood that this remaining fruit will be out of the way by the time these lines are read.

What this may mean to Florida can be grasped when it is noted that during February last year Texas shipped 1,171 carloads of grapefruit; and shipments from there from March 1 to March 25, at which later date the quarantine restrictions went into effect, amounted to 1,339 cars. Last year much of the March shipments from Texas went into storage at various places over the country and it was not until toward the end of April that it was cleaned up. There are no indications this season of the storage of Texas grapefruit in any quantity, so that a cessation of shipments from there should mean the clean-up of the crop.

Given the ability to divert a thousand carloads or more of Florida grapefruit monthly to Western markets where heretofore Texas grapefruit has had the call, the situation with respect to Florida grapefruit ought to be due to improve sharply.

Further, Florida will be without competition from Porto Rican grapefruit during the Spring. Bloom in the Porto Rican grapefruit acreage able to bloom failed to set following the hurricane, so that Porto Rican Spring competition will be negligible.

Thanks to climatic and other conditions Florida grapefruit on the trees is holding well. Left in command of the market Florida ought to be able to extend its grapefruit shipping season considerably. There is no more grapefruit remaining here than last year at the same time. We have a longer period in which to move it, and outside competition will be out of the way.

GREAT CHICAGO CLUB FEATURES BLUE GOOSE

Occupying its own 44 story building upon Michigan Boulevard, costing upwards of four millions of dollars, the Medinah Athletic Club today rates as among the swankiest in Chicago. Its membership is recruited solely from among the members of Medinah Temple, A. A. O. N. M. S.

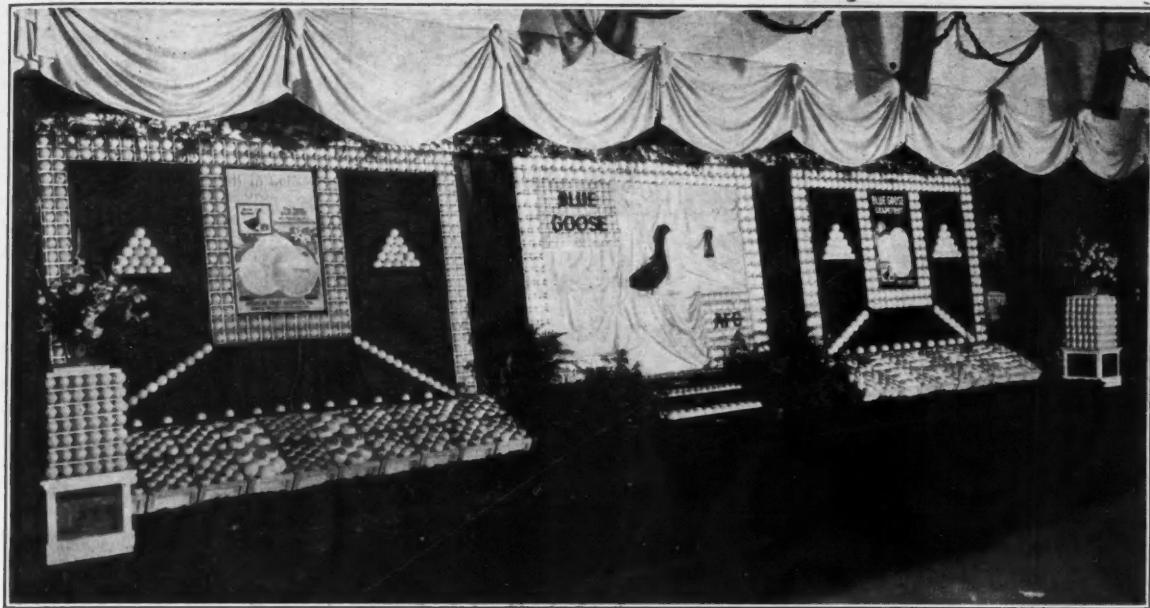
The four dining rooms of the club feature Blue Goose Florida grapefruit, reports the daughter of a Florida grower recently returning from Chicago. Interested in this fact, when opportunity offered she questioned the club steward about it.

He replied that after much searching for dependable supplies of quality grapefruit they had long ago turned to Blue Goose Florida grapefruit, and that their experience with it had been so satisfactory they made it their policy to purchase nothing else during that part of the year when Florida Blue Goose grapefruit was in season. He said the supplies were regular and dependable, and that they gave satisfaction to the club's discriminating clientele in a way that no other grapefruit did.

BUTTOLPH IS BACK AT SANFORD CELERY JOB

L. F. Buttolph, well known to Florida celery and tomato growers, is back on duty at the Sanford offices of the Florida Division of the American Fruit Growers Inc., handling the sales of Sanford celery for this season. His many friends among the celery and vegetable growers welcome his return to Florida.

Mr. Buttolph got his start in the Sanford offices of this organization some years ago. Since that time he has had a very wide experience in handling sales for the American Fruit



The Blue Goose at the Florida Orange Festival, Winter Haven

One of the outstanding exhibits among many beautiful and attractive displays depicting Florida's citrus industry.

Growers Inc. at numerous shipping points in many states, including also considerable experience in the New York F. O. B. sales office of this organization.

FRENCH SHIP TAKES EXPORT FRUIT DIRECT

An interesting feature of the season's citrus export movement was the loading at Tampa not long ago of the steamer San Jose, Galveston to Havre, of the famous French Line with part cargo of Florida grapefruit for France and for the British Isles via the ports of Havre and Southampton.

The San Jose was stopped at Tampa en route between Galveston and Havre for citrus cargo engaged ahead, this being the first participation of this great steamship line in the movement of Florida export fruit, a fact indicative of the increasing interest of trans-Atlantic carriers in this movement.

Space available to Florida shippers upon the ship in question was not large, however. Only approximately 3,600 boxes were picked up at Tam-

pa. Of this something more than two-thirds was engaged in advance and filled with Blue Goose Florida grapefruit supplied by the American Fruit Growers Inc.

NO LOSS TO GROWERS FROM FRUIT ON BOAT

Growers shipping through the American Fruit Growers Inc. stand to lose nothing as a result of the sinking at its dock at Sanford on the night of January 31 of the steamer City of Sanford. This new and modern river steamer, the flagship and the largest vessel of the St. Johns River Co. suddenly filled with water and sank while it was in process of loading citrus fruits for Jacksonville to connect with coastwise vessels northward from there.

The boat has a rated capacity of 6,500 boxes of citrus fruit, and has many times carried that load successfully. At the time of the accident approximately 5,000 boxes had been loaded aboard, and it was awaiting the arrival of trucks carrying additional citrus cargo. At about eight p. m. water was suddenly dis-

covered in the hold. The boat filled rapidly and broached upon its side about ten minutes later. Due to a heavy scum of oil upon the water at the point where the boat sank the citrus cargo was a loss when later raised.

Notwithstanding the fact that the American Fruit Growers Inc. has been one of the largest shippers by boat during this citrus season, it so happened this organization had only 593 boxes of fruit aboard the City of Sanford at the time of the accident. The transportation company has advised that this cargo was fully covered by insurance, so there will be no loss to the owners of the cargo.

As this is written preparations are being made to raise the City of Sanford, and to repair and recommission her at the earliest possible date. Citrus shipments via the St. Johns river this season have reached a peak figure in the long history of navigation upon that stream, and the capacity of every vessel operating upon the river has been taxed to take care of the citrus cargo offering.

"I have been raising citrus fruits for many years. This is my first experience in shipping through your organization. Let me say I never saw before so many details of each sale, such complete accountings. I did not know that any concern selling our Florida citrus supplied its growers with such detailed information."

From a Grower's Letter.



American Fruit Growers Inc.

Florida, Division
Orlando, Florida

IMPRESSIONS

By the Impressionist

"Where is 'B. C.?" Thus we asked L. B. Skinner, inquiring the whereabouts of one Bronson Skinner, his son, and the w. k. head of the Florida Citrus Machinery Co. The Sage of Dunedin scratched his head: "He has been out on the Coast. Let's see. He slept last night in San Antonio, Texas, is due to sleep tonight in Daytona Beach; and is due tomorrow morning in Miami." Thus the world do move; and in order to keep track of their offspring some parents need to be speedy thinkers.

A big car passed us swiftly as meditating we drifted along at the wheel. It turned into Apopka ahead of us and came to a stop in front of Bill Goding's alleged headquarters, meaning the place of business at which he mostly ain't. We pulled up behind and got out. And bless our time if 'twarn't Fitzhugh Dade of the Niagars crowd, most of Orlando but most lately of Jacksonville. Looking just as big as life, and twice as natural. One of those guys you're always glad to see. Merely pausing to borrow a couple of bucks from a competitor to pay for gasoline on the way home. These insecticide fellows do burn up the gasoline. That state law compelling all heads of insecticide concerns never to travel at less than sixty miles an hour works a hardship in that way.

W. M. (Bill) Igou recently succumbed to a long illness at his home in Eustis at the age of sixty-two. A large grove owner, though identified with many other business activities and active for years in politics, his primary interest was in citrus growing. He had served Lake County in the state senate for 14 years, and had been Secretary of State from which position he retired because of ill health. At Tallahassee he paid close attention to citrus legislation. He was one of the members of the original Committee of Fifty, and one of the wheel horses of citrus interests in his county. But in all his active and useful career we were most impressed by the aid he gave to the Mont Verde School, to our mind perhaps the worthiest institutions in Florida. Bill Igou helped the

Mont Verde School a lot over a period of years, particularly toward getting its now worth while orange grove established, and aiding to make possible in other ways the fine agricultural course that school gives to boys who are truly interested in such things.

Right off the reel, so to speak, Governor Dave Sholtz picks a citrus man and makes him head of the State Road Department, though we do believe the darned thing now has gone highfalutin and they are trying to call it the State Highway Commission. But that has nothing to do with the fact that Chester B. Treadway, well known citrus grower of Tavares in Lake County has been made its chairman. Long active in the affairs of the Highlands Sub-Exchange (Lake County) of the Florida Citrus Exchange, the Treadway person knows his citrus all right. What he knows about roads and such we all shall find out fairly shortly; but we venture to guess he will not have much difficulty in accumulating accurate information upon any road, or roadside, subject when he wishes it. That is a side of his training many in citrus circles are not acquainted with. For many years he was connected with the U. S. Department of Justice, purchasing his Lake County grove and retiring before the World War. When that excitement started he was quickly called back to the colors, in a manner of speaking. A bit later he became a Big Gun in Navy Intelligence, and continued in that work to the end of the war. If while he is at Tallahassee you wish to obtain his attention, just sneak up close and make a noise like an O. N. I., if you happen to know what one is and know its bird-call.

Toward the end of last month a most enjoyable visit, or rather series of visits, with Frank Ostrander of New York, Florence Villa, Paris and London, but more latterly of London. Mrs. O. in a severe auto accident not long ago in Devonshire; getting along O.K. but wanted to see the old family doctor in New York, so over they came. And while she stayed in

New York he ran down to visit his Polk County grove, and likewise to visit at AFG headquarters in Orlando. The excuse being that that organization handles his grove and markets his fruit, but the real purpose being to play golf with R. B. Woolfolk and generally to bedevil that gentleman. RBW shoots better golf, but Frank Ostrander talks the better game.

Settling permanently in England Frank Ostrander bought a place in Devonshire and began to be a country gentleman; but, falling in line with what the English are doing, he recently sold that and moved up to a modern flat in London. That, he says, is fine. All the conveniences of any similarly high class American apartment, plus British ideas of comfortable living. He tells us the fogs are not so bad, in fact, due to the growth of central heating and the gradual disuse of myriads of old fashioned chimney-pots which formerly belched soft coal smoke, the celebrated London fogs no longer live up to the old specifications. Are gradually disappearing.

He told us that the big English estates are fast being broken up. The prevailing death taxes now will dissipate an entailed inheritance within three generations. The old big houses, "forty-eight rooms and a bath," have been turned, or are being turned, into hospitals, hotels or public or semi-public institutions. And estates of four to five thousand acres, including local villages which went with them, also are being split up. This in many cases, he says, produces chaos for the villagers whose lives previously revolved in an orbit around that of the family upon whose property they dwelt. Like the Negroes of the old South following emancipation, they are all dressed up and haven't the slightest idea where to go.

England, Frank Ostrander told us, is quite a long way ahead of the U. S. A. in readjusting itself to the changed economic conditions. False pride has been pocketed. Beer in

(Continued on page 16)



The NACO NEWS

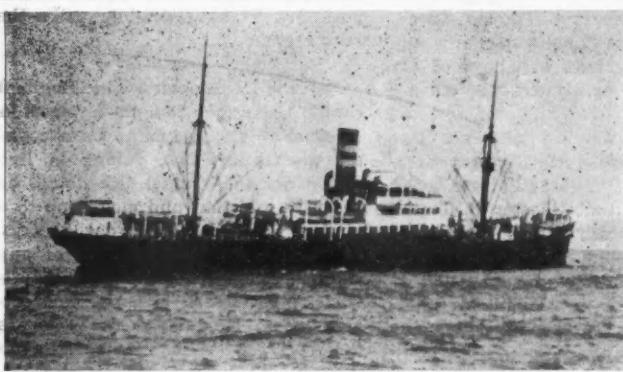
Vol. I

FEBRUARY, 1933

No. 1

HUMBOLDT GUANO SUPPLY ASSURED

GUANO BOAT WRECKED



Nearly 5,000 tons of Genuine Humboldt Guano went down to Davy Jones' Locker when the Steamship Negada struck a submerged reef 200 miles off the Honduras Coast. Here is the Negada as she lay on the reef. A few days later she broke in two and sank. The white line of foam indicates the rocky ledge of the hidden reef.

GUANO GOES TO BOTTOM OF SEA

Nearly 5,000 Tons Lost When Steamship Negada Sinks Off Honduras

PANAMA CANAL Nearly 5,000 tons of Genuine Humboldt Guano filtered down through the waters of the Caribbean Sea to enrich the ocean-bed when the 6,000-ton Steamer Negada grounded on a reef 200 miles off the coast of Honduras and sank while salvage vessels were removing her cargo.

The Negada cleared the Panama Canal for Jacksonville, Florida, early in December. She was carrying 6,000 tons of Genuine Humboldt Guano consigned to the Nitrate Agencies Company in Jacksonville. It was the largest cargo of guano ever shipped to an American port from South America's Bird Islands.

Two days after her departure from the Canal, the Negada radioed for help. She had run aground on a hidden reef 200 miles off Honduras. The wreck occurred at midnight while the Negada was 20 miles off her charted course.

Salvage vessels were immediately dispatched to the aid of the grounded ship. Calm weather enabled them to approach within cable length and the work of unloading the cargo was begun.

The salvage operations proceeded satisfactorily until several hundred tons had been removed from the forward hold. At that point, however, the Negada broke in two and became a total loss. The ship and cargo were covered by insurance.

The salvaged guano was forwarded to the Nitrate Agencies Company, in Jacksonville.

According to the Nitrate Agencies Company's South American headquarters, loss of the major part of the Negada's cargo might have seriously affected the stocks of Genuine Humboldt Guano available to Florida growers this spring if Nitrate Agencies Company had not already begun to load the Steamship Emily Maersk with guano. The loading was rushed to completion and the Maersk was dispatched to Jacksonville at once.

NO SPLITS OR DROPS IN GUANO-FERTILIZED GROVES OF VALENCIAS

Valencia groves fertilized with guano from the Bird Islands of the Humboldt Current were not affected by the splitting and dropping ailment that caused serious loss among many Valencia growers this year.

Experts have not gone so far as to say that guano is a sure cure for the split-drop trouble but they point out the obvious fact that guano-fertilized Valencia groves have been free from it and the further fact that guano-fertilized groves throughout the state have aroused widespread comment because of their excellent condition.

Mysterious ailments are frequently due to lack of proper nutrition and sometimes respond to the simplest remedies, the experts say. An example of this was the discovery that black-tongue in dogs is due to improper diet and can be cured with plain yeast or liver extract if the disease has not progressed too far.

ARRIVAL OF BIG CARGO PROVIDES AMPLE RESERVE TO MEET DEMANDS

JACKSONVILLE, Fla. Feb. 1 The largest cargo of Genuine Humboldt Guano thus far received from the Nitrate Agencies Company's new guano workings on the Bird Islands of the Humboldt Current is now being unloaded from the Steamship Emily Maersk at Jacksonville's municipal docks.

The Emily Maersk's arrival with 3,000 tons of Humboldt guano, plus stocks on hand in the Nitrate Agencies plant here, assured Florida growers of ample supplies of Nature's Finest Fertilizer for spring citrus and truck applications.

Other cargoes are now being loaded in the Bird Islands for immediate shipment to meet the constantly growing demand for this result-producing natural organic fertilizer, Nitrate Agencies officials said.

The Emily Maersk's cargo was the second large shipment from the Nitrate Agencies' Humboldt fields. The first, scheduled to arrive in Jacksonville in December, came to grief when the Steamship Negada grounded on a reef in the Caribbean Sea. Only a part of the Negada's 6,000-ton cargo was salvaged. The big ship broke in two and sank while salvage vessels were removing the cargo from its holds.

Genuine Humboldt Guano comes from Bird Islands of South America's Humboldt Current. These islands are of the

same group but lie a few miles south of the islands from which Nitrate Agencies' former supply was obtained. The new workings produced excellent bird guano for nearly 100 years.

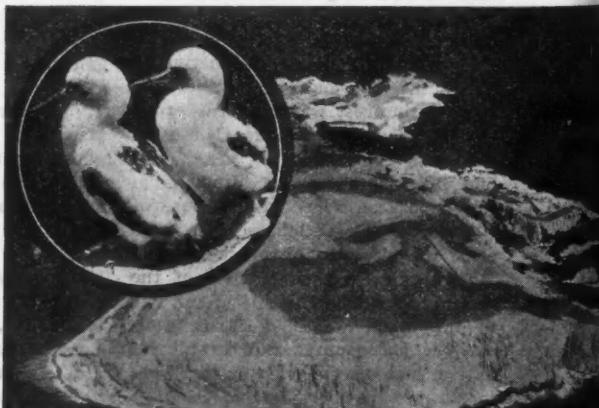
During the last few years, according to authorities, the guano birds have been moving southward in large colonies with the result that new fields of considerable extent and great value have become established.

While the guano from the newly opened deposits is almost identical with the old, it appears to be superior in condition.

Nitrate Agencies officials who personally visited the new fields during the development work last summer and fall pronounced the guano the finest they had ever seen.

Mr. Walter H. Klee, manager of the Florida Division of the Nitrate Agencies Company, confirmed their report after examining the first shipments and samples of the guano now being unloaded from the Emily Maersk.

A GUANO ISLAND



Here is an aerial view of one of the Bird Islands of the Humboldt Current. Believe it or not the black masses on the islands are colonies of Guano birds millions of 'em.

February, 1933
The NACO
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February, 1933

The NACO NEWS

DIEHL DECLARES HUMBOLDT GUANO BEST HE'S SEEN

Outstanding Authority on Bird Guano Is Enthusiastic After Visit To New Workings

CALLS IT "SUPERIOR"

Tells Findings of Survey In Letter To Nitrate Agencies Company's Florida Manager

Genuine Humboldt Guano is a finer, drier product than any bird guano that A. E. Diehl, of Wilmington, N. C., has ever before seen . . . and Mr. Diehl is an outstanding authority on guano and its uses as fertilizer.

When Nitrate Agencies Company began the development of new guano workings last fall, Mr. Diehl visited the workings to make a personal survey of the amount and quality of the guano available.

The new workings are on Bird Islands of the Humboldt Current, just a few miles south of the old workings which produced bird guano for nearly 100 years.

Although the islands are of the same group, the new deposits fall under the jurisdiction of the Chilean government instead of Peru as the international border line splits ownership of the Bird Island chain between the two nations.

Mr. Diehl made his headquarters in Arica, Chile, while making his survey of the deposits. So enthusiastic was he over the excellence of Genuine Humboldt Guano, that he air-mailed from Arica a brief report of his findings to Walter H. Klee, manager of the Florida Division of Nitrate Agencies Company.

"I have just completed a survey of the Chilean deposits of bird guano and you will be pleased to know that I found the material of excellent quality; in most cases superior even to the Peruvian product because of climatic condition," his letter said.

"While there is little or no precipitation along this dry belt, there seems to be even less as you get farther south than there is off the coast of Peru, with the result that actual analyses I had made showed a finer and drier product than any I had ever before seen.

"I am at Arica now, from which place the first cargoes will be shipped. This, as you know, is just across the border from Peru a mile or two and is the famous boundary line that resulted in so much controversy when General Pershing only a few years ago as arbiter decided to give it to Chile. In reality we will be loading our first cargoes of Humboldt guano from a location almost within a stone's throw of the Peruvian coast, and just a few miles south of some of the Peruvian islands.

"The birds have been going further south in greater numbers each year, with the result that there are numerous deposits south of the Peruvian border on which the material has accumulated, and being undisturbed is in splendid dry condition and of high quality. I personally visited a great many of these deposits and found the material so satisfactory that I am anxious to get this word to you quickly so you may know what to expect."

THE CITRUS INDUSTRY

Fifteen

FEBRUARY, 1933

WRECK PHOTO SOLE PICTORIAL RECORD OF NEGADA'S LOSS

The picture of the Negada shown on the opposite page is the only existing photographic record of the wreck. It was the only good exposure in a roll of pictures taken by a sailor on the British Steamship Josephine Grey which salvaged part of the Negada's cargo and brought it to Jacksonville.

Since he was to be in port only a short time, the sailor asked Nitrate Agencies officials to have the film developed. The blank negatives and several prints of the one good picture were later mailed to the sailor at Matanzas, Cuba, his ship's next port of call.



NACONITE for the SPRING and EARLY SUMMER APPLICATION



ESPECIALLY on those groves that are beginning to show the ill effects of a mineral program. ¶ This high analysis mixture combines the advantages of Nitrate Nitrogen and Guano . . . plenty of quick acting ammonia and liberal quantities of long lasting organic nitrogen from Genuine Humboldt Guano. ¶ Relatively high in Potash . . . you may have your choice of either Muriate or Sulphate of Potash.

Naconite is made up in 15 different analyses . . . we recommend NACONITE
14-3-8

NITRATE AGENCIES COMPANY

1401-1407 LYNCH BUILDING

JACKSONVILLE - FLORIDA



IMPRESSIONS

(Continued from page 13)

comes no longer gesture toward champagne. A lot to do yet before things settle into a groove, but at that, quite a bit ahead of the old U. S. A. in readjustment in many respects.

Frank Ostrander remains an American citizen. Not only so but he is unchanged, accent and all. No spats. No cane. Falls right back into American habits, and doesn't holler for tea in mid-afternoon. Sixty-seven years young now, and looking about forty-five, and with all the hustle and vigor of thirty-five. Arms like Jack Dempsey's, and as hard as Jack's were five or six years ago. Keeping fit, he says, is the secret of his pep. Paying through the nose for his American citizenship, and cheerful about that too. Paying the U. S. income taxes, of course, then paying on all funds taken into or sent out of the British empire in addition. If he refuses to let that worry him, we won't worry either; and if he has taken up rather lengthy space in this epistle, bear in mind that these days we do not have the opportunity of seeing Frank Ostrander often, which we regard as our hard luck.

If recently ancient cypress trees along the banks of the St. Johns River thought they were seeing ghosts, what wonder. For with its old familiar whistle around the bend came the former Clyde Line river steamer Osceola, and on deck none other than Captain T. W. Lund, a familiar figure in the river traffic for more than fifty years. Retiring when the Clyde line abandoned service upon the river a few years ago, he came out of that retirement to captain the Osceola which has been purchased and put back into service upon the river by a Chase-Leffler-Whitner syndicate of Sanford, to carry fertilizer materials etc. southbound and fruit, celery and truck crops northward. Thus navigation upon that historic stream continues to grow and expand.

Captain Lund with his big physique and booming voice used to capture the fancy of river passengers no less than did the unrivaled scenery along the St. Johns. And how he loved to kid the passengers along. A dozen years or more ago we came up the river with Captain Lund upon the City of Jacksonville when it was carrying a full complement of tourists from the North. As the sun was setting and the river beacons beginning to glow we passed a flock of crows

THE CITRUS INDUSTRY

upon the bank near the beacons of a bend. Lights showed in the windows of a nearby farm house. Calling attention with a wave of his hand to the flock of crows, Captain Lund took a group of tourists into his confidence. He explained what was to him, so he said, one of the little known wonders in the world of natural history. He told how the light-tender, who lived in that house, after more than ten years of unremitting effort had trained this flock of crows at sundown and sunrise to turn on and off the beacons there, by flying over while one or more members of the flock with their bills tugged at pull-cords which actuated the mechanism. His manner was so convincing they swallowed that story hog-line and沉没. As we progressed up the river from time to time he explained more marvels to them. At noon next day when we disembarked at Sanford we noted a few members of that group regarding the captain with a bilious and doubting eye; but the rest of them had certainly had a wonderful trip.

We are glad to report a considerable improvement in the golf game of the president of the Florida Citrus Exchange. He learned the game in Scotland at the tender age of five years, but always has been prevented from obtaining top form by a difficulty in keeping his head down. Not long ago he became president of the Mount Plymouth Club and felt it highly desirable to improve his game. So he wrote to an uncle who does his golfing over in Scotland and explained his trouble. Shortly after receiving a reply from him William Edwards showed remarkable improvement. No longer any trouble about keeping his head down, and his shots run true as a die. Play around with him and you'll be amazed. If you'll look closely, however, you will find an explanation in the bright new dime glued to the toecap of his left shoe.

Sitting in a restaurant; giving our personal tapeworm a noontime set-up, and in comes Albert Martin of Apopka, Sanford and way stations. It's the first time we have seen him since in these columns we made mention of that remarkable bull in his pasture. We sit still, for he has the door blocked before we noticed his arrival. Well, the incident is gotten over without any actual violence; but we see now where we made a mistake. We should have mailed Albert immediately a bill for that advertisement. We gather he is pretty well sold upon the extensiveness of THE CITRUS INDUS-

February, 1933

TRY'S circulation.

Of unusual interest to Floridians are three entomological discoveries announced recently. One is establishment of certainty that endemic, or typhus, fever is transmitted to humans from rats by a particular rat-flea. Coast dwellers everywhere will be interested in that. Then it has been found out that the peculiar conjunctivitis which we are accustomed to call pink-eye, or Florida sore-eyes, is caused by a certain gnat. Then, most interesting to all, is the discovery that the pesky sandflies may be controlled, and even eradicated, by spraying their breeding places with an inexpensive by-product of creosote. Now if someone will only rise to tell us how we may stroll out through the woods and return without having our alabaster limbs all littered up with chiggers!

Frank Holland, Bartow, long county agricultural agent for Polk County recently resigned to become connected with the Florida Agricultural Research Institute, formed not long ago by twelve of Florida's largest fertilizer concerns. Having won name for himself as one of the most practical men in county agent work, Frank ought to make a valuable man for the Institute, and to be able to aid in making the Institute of real value to the growers.

From up in the wilds of Alachua County, from Gainesville to be precise, none other than A. C. (Buck) Brown finds his soul stirred by the title of that song upon which we are working. Taking that title, "More and More Remoter," Buck takes his typewriter upon his lap and produces the following:

It's More And More Remoter
It's more and more remoter
That happy, happy time
When from Portland to Pahoker
We spent dollars like a dime.
It's more and more remoter

(Continued on page 18)

FOR SALE

Lists of Florida Citrus Growers compiled from recent survey of groves, arranged by counties. Name, address, acreage and legal description.

Also list wealthy residents of Florida.

W. L. Lamar

P. O. Box 333

JACKSONVILLE, FLA.



Combine Safety *with* Economy

*Use GULF IMPERIAL
TOP DRESSER
with Kaltrogen
for your Spring Application*

The Spring season is one time of the year when a quickly-soluble fertilizer may be used to advantage, provided it is a correctly blended mixture containing the proper elements of plant food.

Gulf Imperial Top Dresser with Kaltrogen is a carefully blended all-mineral Brand that will furnish your trees quickly-available energy at a minimum cost, and without harm to the soil. In addition, Imperial Top Dresser contains Kaltrogen, which is a combination of secondary plant foods made soluble by a special Gulf process. Kaltrogen assures your soil many of the rare elements so important to plant growth.

Of course, we unhesitatingly recommend regular Gulf Brands for the Spring application as well as for other seasons throughout the year. Such a program is always dependable. But where the need for economy suggests an all-mineral fertilizer for one application, use it in the Spring—and be sure it's Gulf Imperial Top Dresser with Kaltrogen. Excellent for Truck Crops, too.

If you're not certain about your soil requirements, call in the Gulf Field Man in your section. You'll find him eager to help you.

THE GULF FERTILIZER COMPANY

TAMPA, FLORIDA

Stocks at convenient points throughout the State.



IMPRESSIONS
(Continued from page 16)

The day we have in view
When a ring-taled, popeyed broker
Sucked me in, and you, too.
It's more and more remoter,
That cataclysmic jar,
No longer like a bloater
My roll's more like a gar.
But it's less and less remoter
That happy, happy time
When someone will put a choker
On the writer of this rime.

A. C. Brown

When y'ars and y'ars ago we as a shrinking, slim and youthful Floridian went up to St. Louis, to acquire a certain amount of book l'arning in our spare time away from football and other more engrossing pursuits, our choice of the Central High School there as the seat of learning to be inflicted with our presence was almost wholly accidental. We did not know then that given anything at all in the way of material Central High invariably turned out a genius. From our own small class, for instance, George McManus who has been Bringing Up Father so successfully for so many years; and Dr. E. Halford Luccock of Yale Divinity School. Not even to mention ourself, nor another classmate who drew the longest sentence at Leavenworth ever bestowed upon a Missourian by Uncle Sam. Those Central High boys are just naturally go-getters. Practically no class there, over a long period of years, but has produced at least one genius. Buck Brown belonged to a class well along behind ours, which only proves that the institution at all times runs true to form.

Some day we may form a St. Louis Central High Florida Alumni Association. Right off the bat we can name four eligibles, A. C. Brown, Gainesville; Webb Robnett, Bartow; Mike Flower, Orlando, formerly with Chester C. Fosgate & Co.; and ourself. Are there any others within the sound of our typewriter? By the bye, Mike Flower is the genius who at the tender age of seventeen had worked out forty-one ways of creating a draft in his room so that he could smoke cigarettes in bed.

Down to Winter Haven for the Orange Festival on Growers' Day; and a mighty fine job John F. May, Jack Guthrie, Jay Stull, Kenneth Bragdon et al, and Al's brother, of Winter Haven had done in a year when not much was to be expected. And due credit also to those fruit exhibitors whose job to build real fruit exhibits this year was far from

THE CITRUS INDUSTRY

easy.

For the benefit of many anxious inquirers: Yes, Mr. Parenthesis Joe Lyons came through, and in splendid shape. Brought along his daughter, Miss Carrol, to eat luncheon with us; and what a stunner she is. How these youngsters do grow up. When she was a freckled-nose grammar school kid we'd never have thunk it. Yes, had ice cream for dessert, too. Only disappointment we had was in our own inability to get together a real quorum on short notice to partake of Joe's hospitality. William Edwards, R. B. Woolfolk and several others we approached ran out on us, and only J. R. (Jim) Davidson of Orlando stuck. That was letting the head of the Lyons Fertilizer Co. down mighty light on this annual occasion.

An interesting thing, those proposed exhibits for the Chicago World's Fair shown at Winter Haven. Those dioramas are clever; but we didn't like the one depicting citrus. To our mind Mr. Plastow the artist had done a fine job on phosphate, a fair one on naval stores, but had failed to click on citrus. It is our impression that the commission having these in charge may well substitute the citrus dioramas executed by Ambrose Bierce and used last year in the exhibit at Winter Haven by the Florence Citrus Growers Assn. This year it had been borrowed and appeared in the exhibits of the county commissioners of Polk County. For that matter the oil painting of an orange grove used in the Lyons Fertilizer Co.'s exhibit there is calculated to give a stranger to Florida a very much better idea of citrus growing and what a grove really looks like than is the diorama depicting citrus which has been prepared for Chicago.

Orange Festival snap shots: D. Collins Gillette in the flesh, but not so much flesh as formerly . . . Seth Walker of research laboratory fame in person, but as deficient in flesh as always . . . Former Governor Doyle Carlton in capacity of private citizen, and trying to make clear to everyone he had shed the gubernatorial dignity and just wanted to be friendly . . . Nathan Mayo in advance of his appearance before the microphone, worried to death and mumbling to himself . . . Clay Binnion of Winter Haven trying to butt into the picture-taking of the Queen of the Festival for the news reels, but failing to convince her guardians that he was one of the matrons of honor . . . M. M. Lee, long publisher of the

February, 1933

Winter Haven Chief, now tending strictly to his grove property, and letting the boys do the publishing . . . Frank Seng, whose name used to be the big thing in furniture manufacturing in the U. S. A., now wholly content to rate simply as a citizen of Winter Haven and to spend his days out in his groves . . . Harry Plano, the Chicago boy who made good in Kissimmee; and probably will continue to run a packing house for the rest of his life . . . John F. May, the guy with the iron hand, shook hands with every visitor to the grounds and then started over again . . . Jim Morton busy planning to reduce the thefts of fruit from groves; and trying to make us feel good by praising a piece we wrote . . . John Clark of Waverly getting just a little grayer. We'd like to say John is getting to look distingue, but wonder what the linotype would do with that word . . . Pretty good orange juice put up at the U. S. D. A. research laboratory at Winter Haven by their new "flash Pasteurizing" process and sampled out to us by the likable Mr. Mattern. Could have been more positive in our opinion if it had been more than three weeks old . . . L. R. (Lem) Woods, head of Gulf Fertilizer Co., making a personal appearance—no old-time citrus gathering used to be complete without him, but we do not see him so often these days . . . C. T. Melvin, general manager for Lem Woods' outfit, who inadvertently interrupted the latter so he evidently didn't finish a statement to us . . . Lem had replied to our query about his health. He said: "Fit as a fiddle," and stopped right there. The complete statement, as we have heard it over the radio, is, "Fit as a fiddle and ready for love" . . . Auburndale CGA coping the big prize, and rightly . . . But why those "Not competing for prizes" signs on the AFG's Blue Goose, and the Winter Haven CGA's Capidome exhibits? . . . A pleasure to say to George T. Tippin that the Blue Goose exhibit, for which he was responsible, topped all their previous efforts in our opinion . . . The midway attractions not so good as Johnny Jones used to furnish . . . Too many half-grown boys hanging around that Life of Al Capone show . . . We crackers can very well get along without that sort of stuff . . . The best and hardest working pantomimist we have seen in many a day, a "shill" pretending to be lost in a mirror-maze . . . Probably getting a dollar a day and "found" for it . . . Back to the main show, and there's Ray Hickman of the Niagara crowd,

(Continued on page 24)

Better Crops, Gains On

Plant Disease Reported By

Bureau Of Plant Industry

Three-Fold Program Seeks to Reduce Hazards Which Make Farm Production Vary So Widely, Dr. W. A. Taylor Reports to Secretary of Agriculture Hyde

Progress in a three-fold program of improving crop varieties, fighting plant diseases, and finding more efficient handling, processing, and storing methods for crops is outlined in the annual report submitted to Secretary of Agriculture Hyde by Dr. W. A. Taylor, chief of the Bureau of Plant Industry, for the fiscal year ended June 30, 1932.

The report reveals the far-flung nature of the bureau's work, in co-operation with stations in many States, touching all phases of plant culture in America. It ranges from citrus handling in Florida to frozen pack fruit preservation in the Pacific Northwest, from potato breeding experiments in Maine to the development of a new date growing industry in California, from breeding winter-hardy wheat for the Dakotas to studies on stamping out cotton diseases in Texas, from fighting the blister rust which threatens great pine forests in the East and West to studies of the various eelworms or nematodes which attack a multitude of crops such as alfalfa, from new varieties of corn to a new sugar beet which resists the curly top disease.

Doctor Taylor emphasizes that the general program of his bureau is to foster stabilized crop production and to eliminate or reduce those hazards which make agricultural production uncertain. By developing disease-resistant varieties, or varieties that will produce well under drought, cold, or other adverse conditions, the bureau strives to provide strains of seed that will produce every year, instead of crops subject to failure because of diseases or weather conditions.

Because it is usually more economical to grow plants which resist disease than to spray the crop or to attempt to eradicate the disease, much of the bureau's work is in breeding plants resistant to various diseases and conditions, such as wheat resistant to rust and smut, blight-resistant lettuce, dry land crops, and sorghums developed to uniform size to make harvesting with combines practical.

If a disease is new or localized or if its eradication seems feasible, the bureau attacks it to either stamp it

out completely or to bring it under control. The citrus canker and phony peach campaigns in the Gulf region, the barberry eradication to prevent rust in the grain areas, and control of white pine blister rust in the forest regions are examples.

The bureau also studies the handling, storing, shipping, and processing of crops. Such studies include those on how to get perishable fruits to market in the best condition, methods of preserving fruit by frozen pack, potato storage, and similar work.

Plant Breeding and Improvement

Some high lights in the accomplishments of the bureau for the year include:

Introduction of the Brainerd, a new blackberry especially adapted for the West and South.

Introduction of three new strawberries, the Belmar, the Southland, and the Redheart.

Finding of new boron resistant stocks for California lemon growers.

Developing new root stocks for Satsuma oranges.

Finding new disease-resistant stocks for California grape vineyards.

Release of the Pritchard tomato, a new, wilt-resistant variety.

Superiority of five new hybrid lines of corn in Iowa tests.

Release of two new bacterial wilt resistant lines of hybrid sweet corn.

Promising results in breeding wheats for rust and smut resistance.

Progress in alfalfa breeding for bacterial wilt immunity.

Spread of the one-variety cotton community idea.

Development of a promising new variety of Egyptian cotton in Arizona.

Field tests in Michigan of two new flax varieties which exceeded ordinary varieties in yield and tow.

Introduction of a new sugar beet, U. S. No. 1, resistant to the curly top disease.

Testing of promising new sugar-cane seedlings, crosses of American and New Guinea varieties.

Disease Eradication

In disease eradication work the

Continued the citrus canker eradication campaign which has practical-

(Continued on page 26)

TOP DRESSERS

IF conditions in your grove or field demand an application of quick-acting, immediately available nitrogen, with possibly a little extra Potash also, we recommend the use of

IDEAL TOP DRESSER

19% Ammonia

FLORIDEAL TOP DRESSER

18% Ammonia, 12% Potash

They are economical and dependable mixtures, but are not suggested as a substitute for a regular application of complete fertilizer. They provide a variety of sources of Nitrogen, all water soluble, which makes possible better feeding of trees and plants than can be obtained with straight applications of Nitrate of Soda, Sulphate of Ammonia or Nitrate of Potash. Consult our Field Representative or write us for detailed information and prices.

**WILSON & TOOMER
FERTILIZER COMPANY
JACKSONVILLE, FLORIDA**



Florida Orange Festival Attracts Many

By RUSSELL N. HAAS

The Florida citrus industry held the center of the stage for the five days from January 24-28 when the fifth annual Florida Orange Festival was held in Winter Haven. The festival opened on Tuesday morning by observing School Day and continued through Saturday night with a varied and interesting program which drew thousands of visitors from all parts of the citrus belt as well as many tourists. The total attendance for the five days read 59,902 which, while a 15 percent decrease over 1932, was considered a remarkable demonstration of interest and loyalty to the festival and contrasted with the financial situation prevalent through the country.

The Florida Orange Festival exists for one primary purpose, that of advertising the citrus industry of the state. Everything else connected with it is insignificant and is employed merely to interest and entertain the crowd. Since this is the chief attraction of the festival it was most fitting that the exhibits this year should emphasize the state's basic agricultural industry and be most comprehensive and educational in their set-up. These exhibits were to be found in the first and second exhibition halls and, while not quite as numerous as in the past two years, the most excellent from the standpoint of quality of fruit, artistic arrangement and educational value, and were the source of much favorable comment, and many congratulatory messages from both visitors and citrus leaders. The Auburndale Citrus Growers Association won the grand prize as well as first prize in Class A of the citrus exhibits; the Plymouth Citrus Growers Association second prize. Lake Alfred won first prize in Class B; the American Fruit Growers Inc., captured first prize in decorative booths; Chase Sub-Exchange winning second and the Auburndale Exchange third in this classification. The Gulf Fertilizer Company won first in commercial exhibits and the International Agricultural Corporation second; and the third prize was won by Rathborne, Haire and Ridgeway, Inc. Prizes were awarded in the children's float parade on School Day, the opening day of the festival and in the evening Miss Mary Lou Moore of Clearwater was crowned queen of the 1933 festival. On Wednesday,

Growers Day, a notable event took place when the festival went 'on the air' over the National Broadcasting Company's farm and home hour. More than 50 stations being on the hookup. Addresses were delivered by President John F. May of the Festival; J. B. Guthrie, manager of the festival; the Hon. Nathan Mayo, commissioner of agriculture of Florida; Dr. F. C. Blanck of the research department, Washington, D. C.; and Hon. Doyle Carlton, former Governor of Florida. The program was under the personal direction of F. E. Mulin, agricultural director of N. B. C. Later in the day President May presided at a Growers meeting at the grandstand at which time addresses were made by former Governor Carlton, Dr. Blanck, and Dr. F. E. Bear of New York City.

Thursday marked the opening of the semi-annual convention of the Florida League of Municipalities with President C. H. Reeder of Miami presiding. More than 300 city officials attended the sessions held Thursday and Friday in the Civic League Clubhouse. Friday night at midnight nearly 200 editors and newspaper men of the state attended the annual press banquet held in the Haven Hotel with Russell Kay of Tampa as master of ceremonies. On Saturday nearly 700 Legionnaires and Auxiliary ladies of the State Legion Department met here as the guests of Winter Haven and the festival for their mid-winter conference, at which addresses were made by national and state leaders. The Legion dance at the club house in the evening was the last event of the festival week. While thousands crowded the midway until the midnight hour when the festival closed officially.

J. B. Guthrie, the manager, who has been guiding the destinies of the festival for five years, has received deserved praise from his associates, citrus leaders and the general public for the capable manner in which he conducted the 1933 exposition and insured its success in the face of many difficulties. At the same time much credit was also given President John F. May for his untiring efforts to make the festival a success. The efficient executive board includes President May, Vice-President Allen E. Walker, Secretary Jay Stull, Treasurer W. D. Gray and W. M.

Mabson, C. F. Lathers, K. E. Bragdon, G. B. Ayerigg and J. H. Fuller. The board of directors consists of 25 men prominent in citrus and business and professional circles of Citrus Florida.

HINTS TO HOUSEWIVES

Canning Grapefruit Hearts

Just as the bottling of all fruit juices offers splendid opportunities to the housewife whose first interest is to provide food products that contribute generously to the health and well-being of the family, so does she can the grapefruit that she may have the tasty, delicious juice "hearts" to serve when the fresh fruit is not to be obtained.

Wash and dry, good, sound, full-flavored grapefruit. With a sharp knife, remove all peeling and rag. There are different methods of doing this; one is to cut a slice from both ends past the rag into the flesh of the hearts; then cut the rest of the peel and rag off in wide slices, cutting from one end to the other. When this operation is completed, you have in your hand a juicy ball, minus all rag, with all the "hearts" exposed. It is then an easy matter to run the blade of a knife, or better yet, a pliable, flexible, bamboo paddle, between each "heart" and separate the segments from the rest of the membrane or

(Continued on page 25)

The Improved **RIVERSIDE** **Truck-Deciduous-** **& Citrus Heater**

It Kills Frost at little Cost

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Are in Use....

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Descriptive Matter

RIVERSIDE SHEET METAL WORKS, INC.
RIVERSIDE, CALIFORNIA

D. V. Webb — Sales Agent
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Stock of Heaters Now
On Hand at Orlando

**Start
NOW!**



to get QUALITY

POТАSH is the quality-producing element in your fertilizer. The fertilizer or top-dresser you use NOW will have a big effect on the quality of your next crop. Awaken your trees to new life rationally with a well-balanced mixture containing 10% or more potash. Get your grove ready for a good year. Remember, **QUALITY PAYS!**

As young growth is formed potash keeps it filled out round and plump. This prevents the tree from becoming too vegetative and too full of angular growth bearing thorns. If you starve your first flush of growth for potash you will likely suffer from low quality fruit later.

Spring application of a well-balanced fertilizer containing 10% or more potash awakens your trees properly. It puts them quickly on the job manufacturing and storing starches, sugars and other carbohydrates that make big yields of high quality. It provides for the proper development of blooms, leaves and fruits. Make sure your fertilizer contains plenty of potash, the quality-producing element.

N. V. POTASH EXPORT MY., Inc., Hurt Bldg., ATLANTA, GA.
J. L. Baskin, Representative, P. O. Box 1051, Orlando, Florida



MAKE SURE YOUR FERTILIZER CONTAINS AT LEAST 10% POTASH

Would Make Inspection Service Self-Sustaining

Commissioner of Agriculture Nathan Mayo, outlined his suggestions for improvements in the General Appropriation Bill to relieve the taxpayers of the State of any part of the expense of the Department.

Mr. Mayo explained that the last legislature fixed the salaries of the Commissioner of Agriculture, the Chief Clerk, the Supervisor of the Inspection Bureau, the Chemistry Division and Prison Clerk to be paid from General Revenue, but inspection funds are adequate to lift this entire burden from the taxpayers of the State. He favors a change in legislation that will require these salaries to be paid from inspection fees charged against manufacturers and distributors, 85 percent of which is collected from firms outside the State.

The value to the State of inspection service, which protects the public against adulteration and fraud, cannot be measured by many times the cost of the work, according to Mr. Mayo, but he believes the general taxpayer can be spared the expense.

There are 16 inspectors in the field whose duty it is to examine and take samples of foods, feed, fertilizers, gasoline and other products. These samples are analyzed in the chemistry department and adulterated or spoiled products seized and destroyed.

Some of the cases handled by the State Inspectors were: forced withdrawal from the market of the entire output of a vegetable cannery when the products were found to contain organisms that rendered the food dangerous; seizure of canned pie peaches which had been salvaged from a railroad wreck and found to be unfit for food; withdrawal from the market of a ton of butter found to contain 40 percent water; seizure of hundreds of cases of salmon of different brands which had been punctured to permit gas to escape and resoldered; seizure of synthetic vinegar made from cheap acid and water but labelled pure apple cider vinegar; prevention of the use of a preservative in sausage and hamburger in a number of cases; seizure of queen olives and sauer kraut of a nationally advertised brand which had deteriorated on account of age;

seizure of 515 30-pound cans of frozen eggs consigned to a bakery, which eggs contained incubator infertile rejects unfit for food; steps against a large dairy found to be watering baby milk; destruction of many cases of celery and cabbage which contained arsenic spray residue.

In the inspection of fertilizers, the inspectors find adulterations and false claims. In these cases the purchaser is entitled to twice the value of the purchase. Feeds are found which have less than the required products or adulterated by hulls and other near worthless products.

The gasoline inspection prevents the adulteration of motor fuel. In a recent case, the inspectors caught a dealer pumping kerosene into his gasoline storage tank. Tests are frequently made of stocks of gasoline and the service will shortly put a traveling laboratory in the field to expedite this work. The inspectors also check the mechanism of pumps for correct measure. There are 13,000 gasoline stations in the state with from one to six pumps each.

Although citrus fruit inspection is not an all year job. Mr. Mayo said he considers it one of the most important functions of his Department. Through this means, he believes, the marketing of green fruit or fruit made unsatisfactory by arsenic spray is rapidly being eliminated to the great advantage of the Florida grower in improved market and better price standards.

"There is a general misunderstanding of the functions of the Commissioner of Agriculture," Mr. Mayo said. "There is no connection between this State Department and the Agricultural Experiment Station at Gainesville, the State Plant Board, the Tick Eradication Service, or with the County Farm Agents who are employed by the Federal Government and the counties. Many of the phases of this Department have no connection with agriculture and others are only remotely associated with farming activities."

He listed these divisions under the Commissioner of Agriculture which he believes should be entirely sustained by inspection funds: Immigration Division, with three employees, through which all advertising of the State's resources is done, bulletins

prepared and distributed to state farmers and prospective settlers in Florida, the taking of the Agricultural Census, the Population Census and general correspondence on agricultural matters is conducted.

Inspection Division, with a Supervising Inspector in charge, a book-keeper and cashier, who is also book-keeper for the entire department and two other employees in the Tallahassee office.

Milk Inspection service, with three employees, located in Gainesville.

Land Division, with four employees and supervision of titles to millions of acres of land, transfers to purchasers of state lands and custody of valuable land records including Spanish land grants. This Department may also take over the records of the Federal Land Office at Gainesville which was recently discontinued by Congress.

Field Note Division, with two employees and supervision of the State surveys.

Shell Fish Commission, with the Commissioner and three employees in the Tallahassee office. The Shell Fish Commissioner is appointed by the Governor but general supervision is under the Commissioner of Agriculture.

Chemistry Division, with seven chemists, a stenographer and clerk, which tests all products sampled by the inspection service.

State Marketing Bureau, with headquarters in Jacksonville, which conducts a marketing service for the farmers and growers of the State.

Prison Division, with two employees, which Division keeps the records in Tallahassee of all prisoners at the State Farm or in camps. The Commissioner of Agriculture is also Prison Commissioner.

At present a large part of the cost of the divisions listed above is paid from inspection funds, but Mr. Mayo desires to eliminate the exceptions and relieve the General Revenue and the taxpayer of a burden of several thousand dollars a year.

The combined world production of oranges and grapefruit has increased 10-fold during the last 40 years. During the last 10 years production has been growing at the rate of about 6 percent per year.

Use It Now For Melanose



Unusual Melanose
Conditions Have
Been Prevailing

Control melanose with
a Bordeaux Mixture (made in the grove), used with oil
to avoid any undue increase of scale from its use.

Melanose, like other pests, can be controlled, and at a
decided profit to the grower.

Ask us about your spraying problems.

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Humus In Its Most
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Available Form

A tight, leakproof,
wire-bound veneer
package; 17x22x36
inches, containing 12
cubic feet of HUMUS
compressed to 7 cubic
feet, and weighing 200
pounds.

FLORIDA PEAT HUMUS is true
humus, less than six per cent ash, no
harmful acids (as sometimes occur
in green muck), no weed seeds, no
grass seeds. Sold in bulk or in convenient bales. Tell
us your needs and let us quote prices.

Florida Humus Company, Zellwood, Florida

IMPRESSIONS
(Continued from page 18)

looking as if he'd been around the corner shaking hands with Prosperity . . . Archie Pratt and Thad Hallinan, who'd prefer one didn't stress the fact that they are in the publishing business . . . Marvin Walker of the Florida Grower, in the publishing business and proud of it . . . Mrs. Walker, proud of Marvin . . . Why are women like that? . . . Aleck Steuart of the Exchange, pretty comfortably upholstered now, but we knew him when . . . Maybe there's still hope that humble we may put on some flesh before we pass on . . . Why not? Even Charlie Commander has . . . Professor Lord of Gainesville maintaining that every third box of fruit produced in Florida comes from Polk County, and that every fifth child in the world is a Chinaman . . . But why worry? . . . John B. Rust of the Polk County Sub-Exchange, in a class by himself now that Calvin Coolidge has passed on . . . In a two-hour conversation in 1930 John quit one grunt behind Calvin . . . Mrs. Earl Haskins and Mrs. Howell selling Sealdsweet orange juice at a booth . . . They refused to take our money which perked us all up . . . As we told Earl Haskins later, when a guy gets to our age, it's comforting to find his face is good even for a glass of orange juice.

Too busy on his new job to read Florida publications, M. H. (Mike) Dorsett of the A.C.L. R.R. learned our opinion of his elevation on the New York fruit market while on a trip there. Yeah, they read Impressions in lots of places. In fact, THE CITRUS INDUSTRY would have a chance to put the Saturday Evening Post in second place, if only S. L. Frisbie would allow persons outside the citrus business to subscribe.

Staying at home away from the annual meeting of the American Fruit and Vegetable Shippers Assn. in Chicago, W. H. (Bill) Mouser, of W. H. Mouser & Co. Orlando, never the less got himself elected upon the executive committee of that organization, where he will sit with William H. Baggs, general manager of the AFG. C. C. Commander and J. S. Crutchfield are two of the national organization's vice-presidents, while Joseph Di Giorgio is numbered among the directors. It's our impression that the American Fruit and Vegetable Shippers Assn. is the one-most valuable and constructive organization in the perishable trade, and this ample representation in the

THE CITRUS INDUSTRY

high places for Florida is gratifying.

The International Fruit Corporation has moved its headquarters from Orlando to Tampa. L. L. Lowry general manager says it is in order to be located closer to the Florida Citrus Exchange which sells the Di Giorgio subsidiary's fruit in the markets. Originated twenty years or more ago by the late Henry Schrader, the International started in Orlando as H. C. Schrader & Co., and was for a time the largest cash buyer of Florida citrus fruit. Later it came into the control of the Di Giorgio interests and its name was changed into that of the Standard Growers Exchange, under which name it operated first under Joseph Trombetta

as general manager. He was succeeded by Lawrence Gentile, who later withdrew to form with his brothers the well known Gentile Bros. Company. Later Victor Newton came into the picture as general manager of the Standard Growers Exchange. L. L. Lowry took charge for the Di Giorgio interests following Vic Newton's death, and shortly the Standard was sold to the International Fruit Corporation, another Di Giorgio subsidiary, which then became the Florida end of the Di Giorgio Fruit Corporation with Mr. Lowry in charge. It has always been an Orlando institution, and maybe the editor of one of the Orlando newspapers didn't tear his shirt when the removal to

February, 1933

New Brogdex Houses

Mount Dora Citrus Growers Assn.

Mount Dora

Sunshine State Packing Co.

Auburndale

These two houses began shipping Brogdexed fruit a few weeks ago and for the balance of the season every box of fruit they pack will be protected against excessive decay and wilt by the control treatment of Brogdex.

Officers and directors of the Mount Dora Association have been watching and checking Brogdexed fruit from other houses for some time and come to the conclusion that its use on their fruit would result in better delivery, more attractive appearance, longer keeping time and higher prices, advantages that would show the Association a substantial profit on the investment.

The Sunshine State Packing Co. is a new company under old heads. The management will be in the hands of Clyde Hunter, formerly manager of the Umatilla Citrus Growers' Association, and Earl Hunter, formerly manager of the Winter Garden Citrus Growers' Association. Associated with the Hunter Brothers will be Mr. H. K. Skivington, formerly traveling representative of the Brogdex Co. of California.

The Hunters used Brogdex at Umatilla and Winter Garden and know its advantages while Mr. Skivington has seen the market preference everywhere for Brogdexed fruit. It is natural that this house would not be without Brogdex.

More money for the same fruit means Brogdex every time. From November 11th to January 27th, inclusive, the New York auction market reports show Brogdexed grapefruit brought 68c a box and Brogdexed oranges 38c a box above the market average for non-Brogdex fruit.

What is true of New York is likewise true in other markets. It will pay you well to put your fruit through a Brogdex house—there is one near you.

Florida Brogdex Distributors, Inc.

B. C. Skinner, President

Dunedin, Florida

Tampa was announced.

From Jacksonville comes the news that J. J. (Jack) Kerns, long credit manager for the Armour Fertilizer Works, Jacksonville, a big citrus grower himself and possessing a large acquaintance in citrus circles, has quit the fertilizer business to take in boarders. Jack has become president of the Carling Hotel at Jax, which will give him the opportunity to keep in touch with such of his citrus friends who, arriving in Jax, find themselves possessed of sufficient shekels to put up at his boarding house. We have always been very fond of Jack Kerns; and we'd like to see the citrus crowd patronize him. From such as may not be looking for bed and board, we bespeak patronage for Jack's checkroom and washroom. We expect to make use of them ourself.

Another well known grower, George H. Wilder of Plant City, is announced by Governor Sholtz as head of the motor vehicle department. Here's luck to you, George. And may the patience you have learned as a grower stand you in good stead.

Suddenly bumping into Paul Stan-

ton of Frostproof face-to-face. Looking well, and the same old irrepressible Paul. The grapefruit canning business is not hot these days, he admits, but in the end the fittest must survive and he further admits he believes the quality of Silver-Nip will put it in the surviving class.

Lots of things can happen to you if you are unorganized. Witness the fact that an Orlando newspaper moved up Ground Hog Day one day ahead without even consulting the ground hogs. We are listening for the murmur of suggestions for a remedy — maybe a ground hog clearing house.

NEW SHIPPING CONTAINER

A new collapsible metal shipping container has entered the citrus field in the form of Bell's Collapsible Steel Shipping Container. It is claimed for the new container that it is more attractive, better adapted to the protection and preservation of the fruit and that it will stimulate individual purchases in quantities by the ultimate consumer. It is claimed that the container is practically indestructible and that it may be used repeatedly for return shipments.

HINTS TO HOUSEWIVES

(Continued from page 20)

rag. It is possible in this way to remove every "heart" entirely whole, free from all rag and seed. The seed remain attached to the core.

With the "hearts" freed from rag and seed, pack solidly in a sterilized fruit jar after putting one tablespoonful of heavy sugar syrup in bottom of each pint jar, or, one-fourth teaspoonful of salt may be substituted for the sugar. When the jar is full, adjust rubber and cover, and process 35 minutes at 180 degrees F. If canning in tin, exhaust for ten minutes, then process. Store in cool, dry place. If the hearts are packed sufficiently tight in jars, they will be solid and tight at the close of the processing. Store in dark, cool, dry place.

—Isabelle S. Thursby.

There are 514,224 acres of land in West Florida, east of the Ocklocknee River, listed with the State Forestry Service for fire protection. In Walton County there are 74,480 acres so protected.

Growers who spray poisons on vegetables that are to be eaten later should be sure that the poison is off the plant before it goes to market.

COLOR or BLANCH

MATURED FRUIT AND
VEGETABLES WITH

ETHYLENE

Every grower and shipper
should have this FREE book which shows how
Ethylene



- 1. INCREASES PROFITS
- 2. REDUCES LOSS
- 3. SAVES TIME
- 4. SAVES MONEY
- 5. IS NEITHER INJURIOUS NOR DANGEROUS
- 6. IS EASY TO USE

Buy from the largest supplier of
Ethylene to the citrus industry

CARBIDE AND CARBON CHEMICALS CORPORATION

30 East 42nd St., New York City

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Warehouses in Los Angeles, Tampa, Jacksonville,
and other principal cities

Unit of Union Carbide  and Carbon Corporation

You Cannot Afford to "SKIMP"

— in fertilizing your groves.

CITRUS TREES MUST BE FED!

MANY growers, as a measure of economy, used only nitrogen on their groves last summer. These trees need phosphoric acid and potash as well as nitrogen, and should receive a liberal application of Ammo-Phos High-Analysis Fertilizer this spring.

As a matter of fact, even if you gave your trees an application of complete fertilizer last summer, they will need additional plant food this spring, since citrus trees require large amounts of plant food annually to produce high yields of high-quality early-maturing fruit.

HUNDREDS of GROWERS THROUGHOUT FLORIDA
USE AMMO-PHOS HIGH-ANALYSIS FERTILIZERS.

—RESULTS SPEAK FOR THEMSELVES!

Won't you call on us personally at one of our stores or write Mr. J. B. Berry, Winter Haven, Florida, outlining your particular product: program. We are sure we can help you analyze and solve your fertilizer problems.

THE KILGORE SEED CO., Plant City, Florida

Kilgore Stores located at Plant City, Belle Glade, Gainesville, Homestead, Leesburg, Miami, Palmetto, Palmetto, Pompano, Sanford, Vero Beach, Wauchula



AMMO-PHOS High-Analysis Fertilizers
Contain More Than 30% Plant Food

BETTER CROPS, GAINS ON PLANT DISEASES REPORTED BY BUREAU OF PLANT INDUSTRY.

(Continued from page 19)

ly stamped out this disease in the southern citrus regions.

Destroyed, in cooperation with the Georgia State Board of Entomology, 11,751 trees infested with phony peach in Georgia and 10 other States.

Continued the barberry eradication campaign to prevent rust in the grain States, bringing total barberries destroyed in 13 years to approximately 18,500,000.

Tested sprays to combat the blue mold which severely attacked tobacco seed beds in recent years.

Continued the campaign against white pine blister rust, entailing destruction of currant and gooseberry bushes which harbor the disease.

Storing, Handling, Processing

In some of its storing, handling, and processing studies the bureau reports:

Putting apples in cold storage immediately after picking almost completely prevented soft scald.

Treating apples with carbon dioxide also prevented the soft scald.

Adding sulphur dioxide to the sawdust packing of grapes retarded development of mold.

Treating fruits with carbon dioxide before shipment was as effective as pre-cooling in preventing spoilage.

Important new facts in studies of frozen-pack methods of preserving fruits and vegetables.

New facts about coloring ripe citrus fruits with gas to improve their market appearance.

Miscellaneous

Other important work of the bureau during the year included: Studies of pecans to insure more certain bearing; feeding tests of the legume, crotalaria; studies on oil and protein content of soybeans; studies of the black rot of tobacco, of heart rots in standing timber; discovery that a scrub oak in Arizona and New Mexico was valuable for fence posts; control studies of stain and rots in logs and lumber; studies of nematodes which attack crops; development of successful rotations and cultural methods for the dry land areas of the West; studies of salts in irrigation waters and methods to prevent their accumulation in the soil; studies of day length on growth of plants; testing of more than 23,000 seed samples and enforcement of the Federal Seed Act which requires purity of imported seeds and forbids misbranding of seed in interstate commerce.

The report lists 421 articles published during the year by specialists

THE CITRUS INDUSTRY

of the bureau, either as department publications or otherwise.

At least 20 fruits can be grown satisfactory in home orchards anywhere in Florida, says H. Harold Hume, of the Florida Experiment Station.

Birds are one of the farmer's best friends and deserve his protection.

CLASSIFIED

Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

MISCELLANEOUS

DUSTER — Niagara, Air-Cooled engine Steel truck-mounted. Nearly new. Half price. Samuel Kidder, Monticello, Fla.

SEEDS — ROUGH LEMON, SOUR ORANGE, CLEOPATRA. Pure, fresh, good germination. Also seedlings lineout size. De Soto Nurseries, De Soto City, Fla.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mohawk, Fla.

RAISE PIGEONS — Profit and pleasure. Illustrated descriptive catalogue postage six cents. Vrana Farms, Box 814a, Clayton, Missouri.

CROTALARIA SPECTABILIS — Seed for sale. New crop, well cured, bright and clean. Price 25c per pound in 100 pound lots and over, 80c per pound in less quantities. F. O. B. Hastings, Bunnell, Lowell and San Antonio, Florida. F. M. LEONARD & COMPANY, Hastings, Florida.

SCENIC HIGHWAY NURSERIES has a large stock of early and late grapefruit and oranges. One, two and three year buds. This nursery has been operated since 1888 by G. H. Gibbons, Waverly, Fla.

February, 1933

FANCY ABAKKA pineapple plants. R. A. Saeger, Ankona, Florida. Chemical transparent flexible orange coating processes for sale; royalty or license basis. Patent pending. Dr. C. V. Berry, 261 West 11th Street, New York City.

PUREBRED PULETS FOR SALE — White Leghorns and Anconas ready to ship. Barred Rocks and R. I. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

CABBAGE, Onion and Collard plants. All varieties now ready. Postpaid 500 for \$1.00; 1000 \$1.50. Expressed \$1.00 per 1,000; 5,000 and over 75c per 1,000. Satisfaction guaranteed. P. D. Fulwood, Tifton, Ga.

NEW COMMERCIAL lemon for Florida, the Perrine; proven. All residents need yard trees, keeping Florida money at home. Booking orders for budded stock for Winter delivery. De Soto Nurseries, De Soto City, Fla.

WANTED — To hear from owner of land for sale. O. Hawley, Baldwin, Wis.

SATSUMA BUDWOOD from Bearing Trees, Hills Fruit Farm, Panama City, Fla.

BUDDED trees new Florida commercial lemon, proven, thin skinned, juicy, scab immune. Also rough lemon, sour orange and Cleopatra seed and lineout seedlings. De Soto Nurseries, De Soto City, Fla.

SEED — Rough lemon, sour orange, cleopatra. New crop from type true parent trees. Also thrifty seedlings. De Soto Nurseries, De Soto City, Florida.

WANTED — To hear from owner having good farm for sale. Cash price, particulars, John Black, Chippewa Falls, Wisconsin.

SEND no money. C. O. D. Cabbage, Onion and Collard plants. All varieties 500-60c; 1,000-95c, 5,000 and over 75c per 1,000. Standard Plant Co., Tifton, Ga.

C. O. D. Frostproof cabbage, onion and collard plants. All varieties 500-60c; 1,000-95c. Farmers Plant Co., Tifton, Ga.

Shipping Departments

For Sale — One used "Marsh" Stencil Cutting Machine; cuts half-inch letters. Also have ink pot, brush and liberal supply of blank stencils. Machine guaranteed in best of condition and to operate in every way comparable with a new machine.

Price, complete with accessories as listed, f.o.b. Tampa, \$50.

THE DURO CO.
1219 Florida Ave., Tampa, Fla.

HOTEL HILLSBORO

(Tampa's Largest All Year Hotel)
INVITES YOU TO USE ITS FACILITIES

"TOP O' THE TOWN" Dining Room COFFEE SHOP CAFETERIA

Large Rooms
Single With Bath \$2 to \$5
Double With Bath \$4 to \$7

L. B. SKINNER, Prop.

C. J. JACKSON, Mgr.